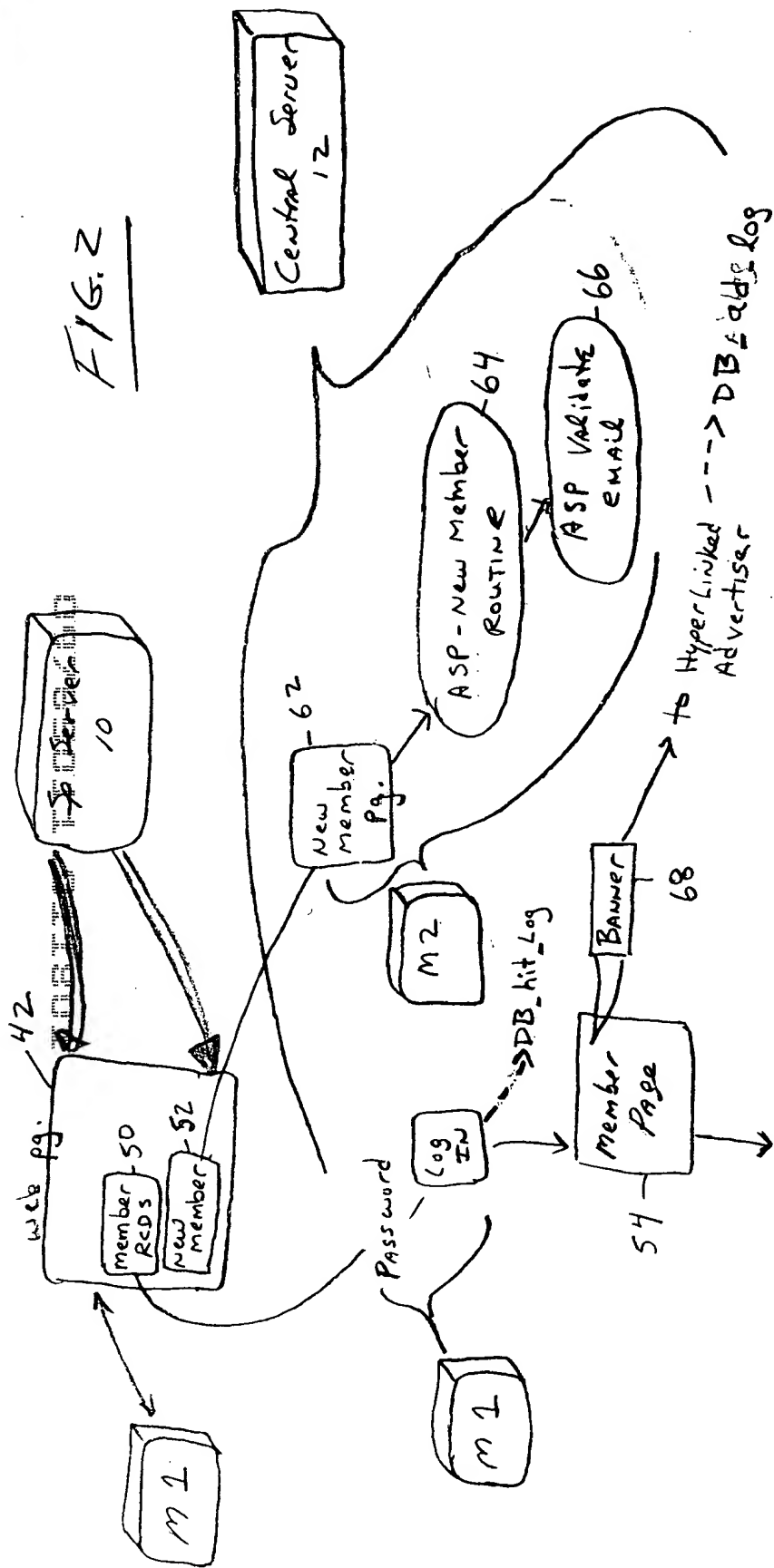


191

FIG. 2



Update Mem. Red. 56

- modify
- delete red
- remove email

Communications 58

- email M1 to sponsor

View all Mailings 60

- List with date
- select mail title to open
- full mail message display (via window hyperlink to server 12 DB)

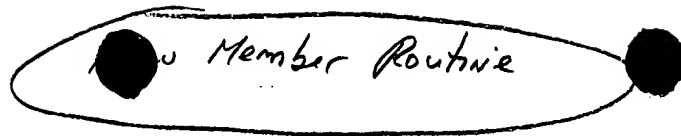


FIG. 3

Complete Member Profile
(mandatory/optional fields) - 72

Log-in NAME + password - confirm - 74

ASP Activates email confirm
validate routine 76

Log-in valid email or reject + return 78

ASP "welcome new member" browser pg.
with member #, note "You have mail" 80

ASP emails member, the member # (optional:
2d email - Attachment 82

END - 84

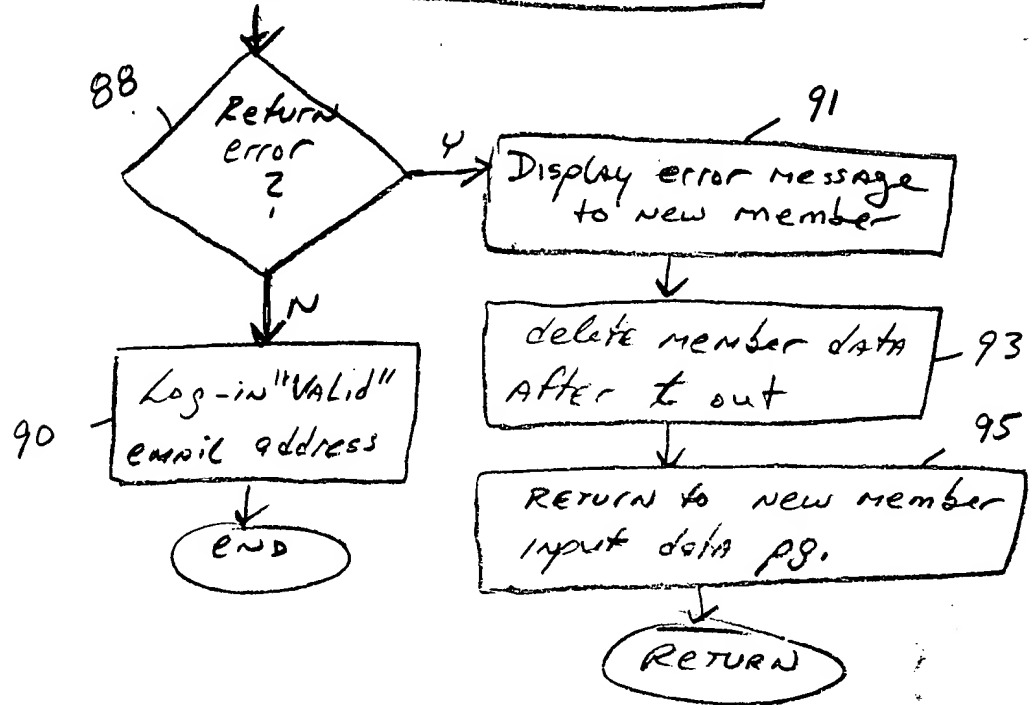
09765041.014804

Validate Member Email

FIG. 4

CONFIGURE VALIDATION EMAIL MESSAGE
(e.g., Sp-code-date.server12add.net)

SEND TO incipient new member
at member email address



THE "TOS" 0300

ASP
Provider
site

or

Sponsor
site

ASP 2 for Sp 2
ASP 3 for Sp 3

Sponsor Cop-in Code
Password

ASP 1 for Sp 1

Supervisor
Data Log

Welcome Pg.
(e.g. Sp Summary)

DB 106

Campaigns

Campaign
Recds
DB

Campaign
Reports

Statistical
Process &
Display

People
Member

Member
DB

Options
email
content
email
format

To
CAMPAIGN
DB

To
Member
DB

Tools

Random
Drawing

Refer A
Friend
Campaign

Format drawing
Characteristics

Draw

Member
DB1

check 138

REVISE 140

NOTIFY 142

Secondary
Tertiary
feedback

Export

130

132

134

136

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140

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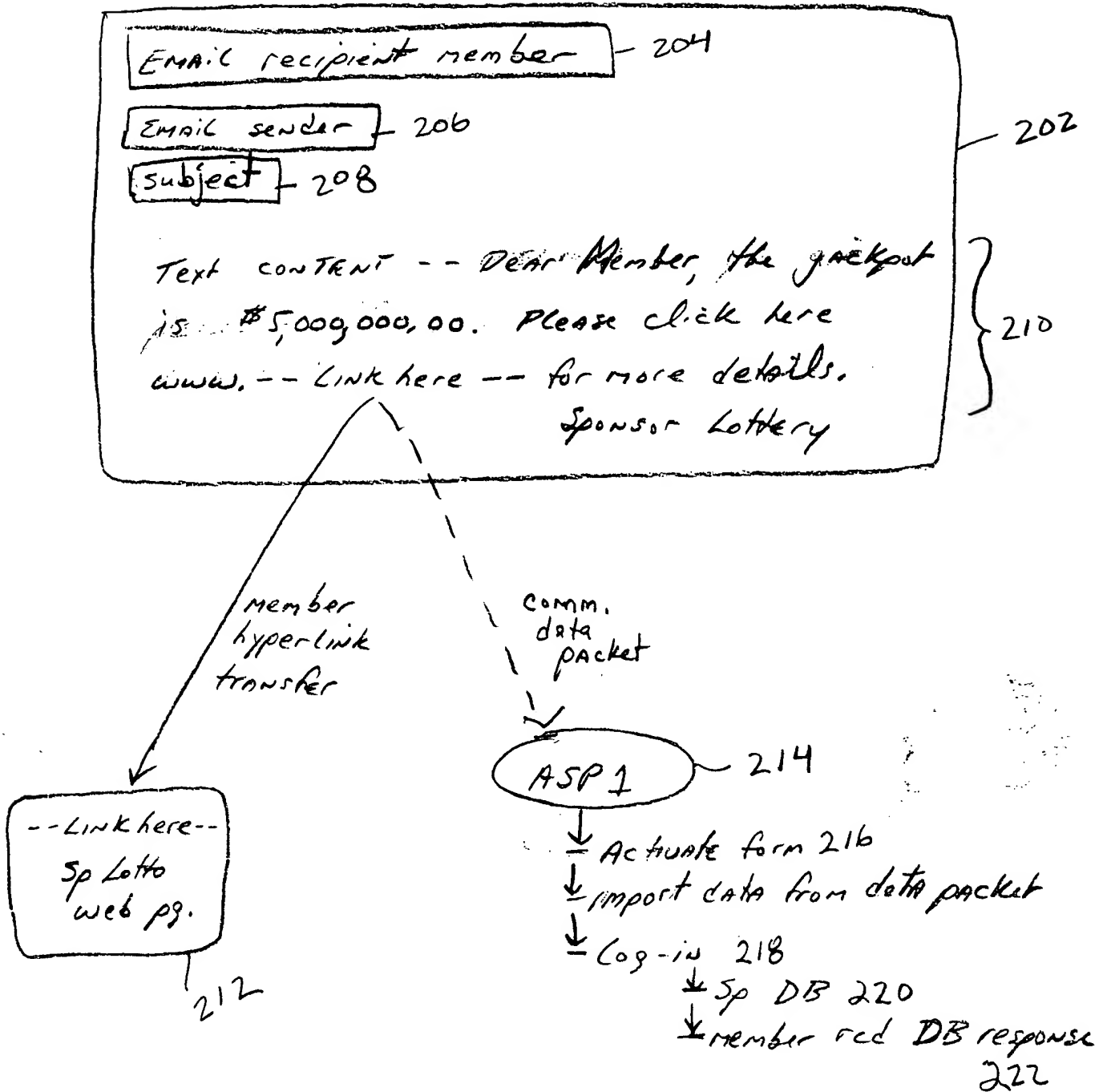
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750



210

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206
208

Text Content -- Dear Member: ELvis C.
is planning to be at the Greet Stadium on
November 1. Do you (click on one):

- 230 {
- ☐ A ~~can~~ want tickets?
 - ☐ B want to be in a drawing to meet ELvis?
 - ☐ C both A and B?

To see ~~to~~ and here more about ELvis' new
~~new~~ CD and the concert, go to www. -- Link here --.
To confirm your choice, go to our site Link here.
SPONSOR ELvis C. FAN Club

-- Link here --
web page 212

ASP 2 214

- ↓ Activate form 216
- ↓ Import data 217
- ↓ Log-in Response 218
 - ↓ Sp 2 DB campaign 220
 - ↓ member Rcd response 222
 - ↓ member selection A, B, C 223

FIG. 7

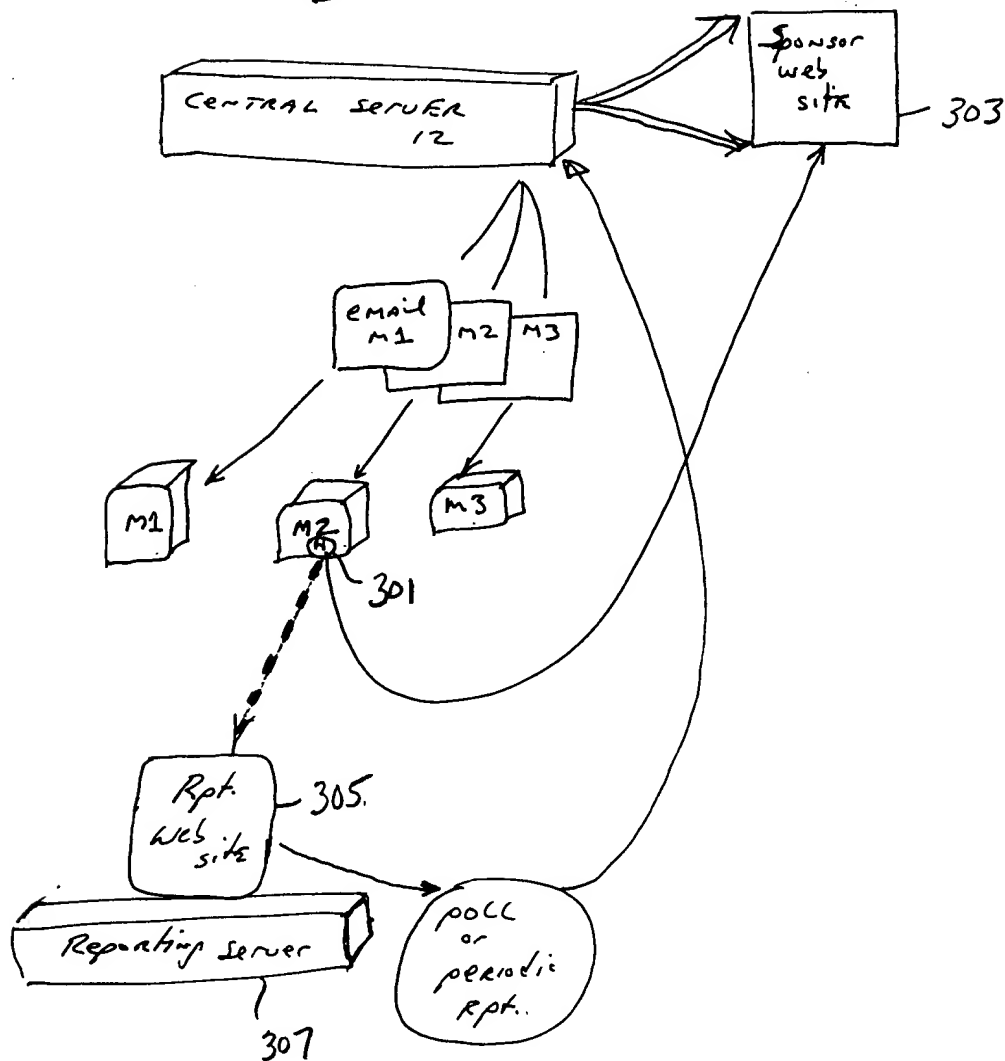


FIG. 8

FIG. 8

Multiple Level Communications Program

FIG. 9A

Establish web site with basic data - 410

Establish "hidden" website(s) with
PLAN-DATA 1, PLAN-data 2, Plan-Data 3 ... n - 412

compile + maintain comm. list with
members -- member DB is organized with
priority or security level fields - 414

VALIDATE COMM. LINKS
e.g., email, voice - 416

418
EVENT ?

N
update AND
maintain member
list - 419

(B)

Y

420
open hidden website
modify basic website with web development
tools -- modify email message for event

Broadcast email with "action embeded"
hyperlink - 424

SET RESPONSE TIMER ON - 425

Jump A
FIG. 9B

FIG. 9A

427

Jump A to

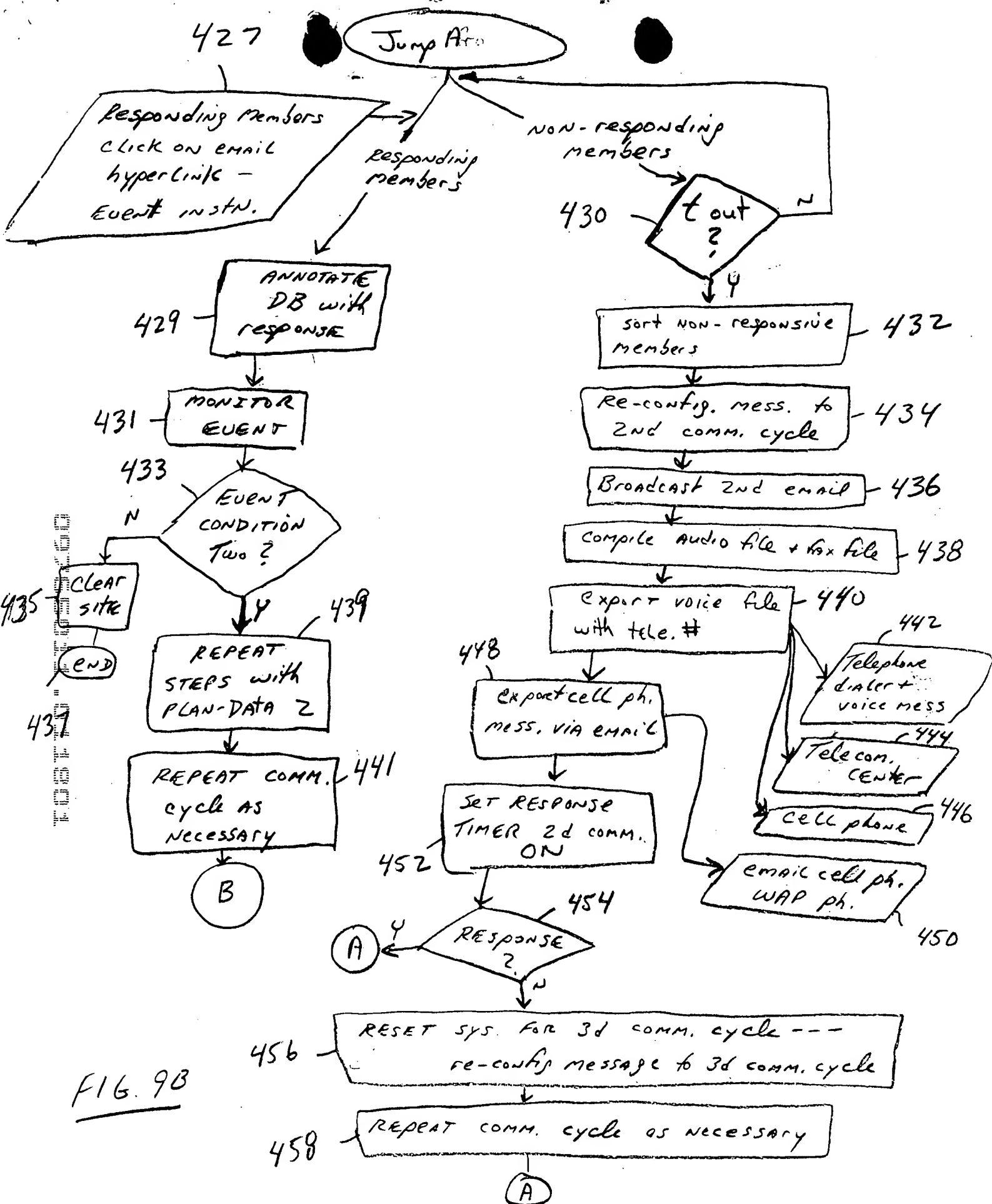


FIG. 9B